

Keyword Management Solutions for PPC and SEO



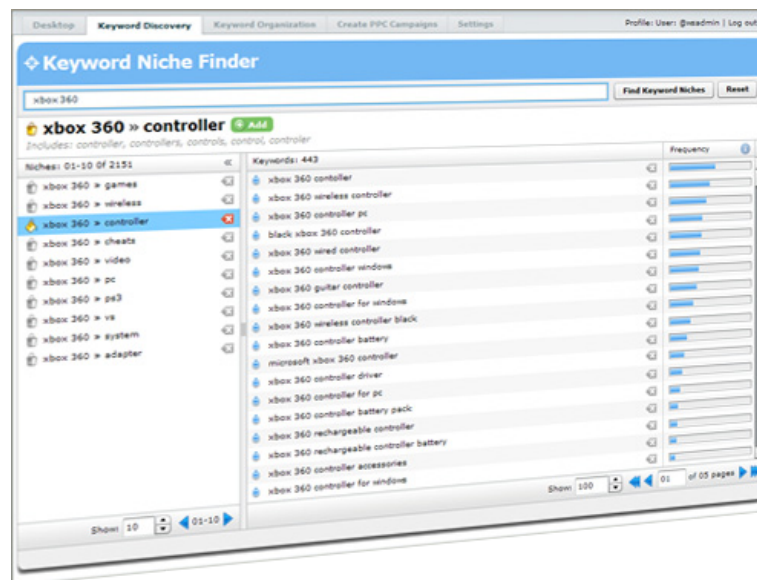
WordStream Product Overview

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Powerful Search Marketing Solutions

WordStream offers Web-based keyword management solutions that provide a continuous stream of keyword suggestions and the necessary tools to organize, optimize, and maintain those keywords for more effective search engine optimization (SEO) and pay-per-click (PPC) advertising campaigns.



Discover, organize and act on keyword data to build better search marketing campaigns with WordStream.

You're Missing Opportunities. We Can Help.

Every day, people are searching for products and services like those you offer — and not finding you. And every day, there is a certain amount of waste in your PPC campaign spend that you're not even aware of.

WordStream software identifies and targets both opportunities and waste within your search marketing campaigns. By analyzing and organizing search query data (from around the Web and from your own site), WordStream shows you the opportunities you could be capitalizing on and uncovers areas where you're wasting time and money.

Key Benefits of WordStream

- **Drive more leads and sales:** With an ever-growing list of personalized keywords based on real searches, as well as keyword grouping tools to organize them into a useful taxonomy, you have the basis for far more relevant, targeted landing pages and text ads, driving traffic and conversions from both paid and organic search.
- **Eliminate wasteful spending:** Keyword analytics and negative keyword tools help you find irrelevant keywords that don't convert and eliminate them from your research. More relevant campaigns increase your Quality Scores, reducing your costs per click and per conversion.
- **Improve productivity:** WordStream improves workflow by providing a clear plan of action for fast search marketing ROI, as well as making strategic use of automation to enable much more efficient completion of the repetitive and mundane (though necessary) work associated with search, so your team can get more done in less time, saving you more money over time.

WordStream-Driven Results

By creating a strong foundation for scalable search marketing campaigns through more effective keyword discovery and organization, WordStream solutions have provided tangible results for a growing roster of clients. Our customers have experienced a dramatic impact to their bottom lines, allowing them to grow their businesses without increasing their search marketing budgets.



Yankee Barn Homes, a designer and builder of custom post and beam homes, was able to overhaul its disorganized Google AdWords campaign to see meaningful results for the first time in years. With the WordStream for PPC platform in place, Yankee Barn Homes experienced improvements including:

- Conversion rate increased by 70%
- Cost per conversion reduced by 34%
- Average click-through rate (CTR) increased by 20%
- Average cost per click (CPC) decreased by 7%

Sentry Auto Group, a family-owned and -operated group of automotive dealerships, knew that PPC advertising was a more targeted way to reach the right audience at the right time than TV and radio ads. However, the team found the process extremely time-consuming, and they were unable to put in the necessary work to see a strong return. WordStream's PPC keyword management solution improved Sentry Auto Group's processes and productivity, leading to:

- A 600% higher average CTR
- Average Quality Score up from 2/10 to 7/10
- Average CPC down 37%
- Double the overall traffic at half the previous spend

WordStream's Flagship Products

Whether your focus is organic search engine optimization or paid search advertising, we offer a platform that suits your needs.

WordStream for PPC



Our keyword management solution for PPC is a powerful collaborative platform for building high-performance pay-per-click campaigns from the ground up. You'll have the tools to build a strong search marketing foundation and realize benefits including:

- **Increased CTR and conversion rates:** Our keyword discovery and organization tools enable better keyword targeting, so you can drive more qualified traffic and generate more leads.
- **Lower costs and higher Quality Scores:** With a more effective campaign structure, you'll pay less for better ad positions and more exposure.
- **Less wasteful PPC spending:** Negative keyword tools help you eliminate underperforming and irrelevant keywords from your campaigns, so you don't deplete your budget on keywords that don't convert.
- **Improved productivity:** WordStream's smart automation reduces time spent on repetitive, tedious tasks, and collaborative tools improve your whole team's workflow.

WordStream for SEO



The WordStream for SEO platform is designed to help you drive inexpensive, scalable organic search traffic and leads through better keyword research and management. Our SEO software provides:

- **More relevant and extensive** keyword research, with an ongoing stream of new keywords every day.
- **Better targeting** for your most profitable keyword niches with our powerful keyword grouping tools.
- **More competitive edge** with private, personalized data and an emphasis on real keywords used by your site visitors and customers.
- **A strategic plan of action** with advanced keyword analytics that help you act on insights and prioritize tasks.

Value-Added Services



Our JumpStart program is designed to walk you through the setup process for new accounts, putting a solution in place for ongoing keyword discovery, organization and management and helping you learn how to create PPC campaigns that generate traffic, leads and sales.

We also offer full-service solutions for ongoing account management. Contact us to set up a call with one of our dedicated account representatives, and we'll help you find the solution that's right for your specific needs and challenges.

WordStream Testimonials

Read what customers are saying about our software and services:



“WordStream automates exactly what good PPC professionals (both agency and in-house) should be doing every day, but rarely are. Examining the specific keywords that your visitors use to find your site, and adding those keywords to your campaign, in exactly the appropriate ad groups based on categorization rules that you define ... all without any ongoing daily effort at all. It's a tool so good that I almost want to keep it a secret! It is a product well worth the learning curve.”

Kevin Patch, Anaconda Partners





“The customer support and services at WordStream have been instrumental in helping us achieve our search marketing goals. Having instant access to WordStream’s customer support reps and being able to tap into their years of experience and skills turned our underperforming paid search account around. Now it’s a finely-tuned machine and conversions and profits from PPC have nearly doubled.”

Sat Sidhar, Simply Personnel



“As a small agency, we were looking for a PPC solution that would help us work more efficiently in serving our growing base of PPC clients. WordStream’s flexible packages and powerful interface made for a very compelling package that didn’t break the bank. And tied in with the high quality of support, it is a solution that we know will grow with our business.”

Patrick Cunningham, Indulge Media

Pricing

WordStream products are sold at a low, flat monthly service fee, not as a percentage of advertising spend. Contact us for more details on pricing or to set up a demo and free trial.

About WordStream Inc.

WordStream is an industry-leading provider of keyword management and search engine marketing solutions. Our patented, innovative software helps customers worldwide cost-effectively and consistently meet their search marketing objectives. For more information, visit us on the Web at www.WordStream.com.

